

ABSTRACT OF DISCLOSURE

In a method for driving a liquid crystal display apparatus in which in each field, scan lines are 5 successively scanned in order to display an image, the scanning sequence or the polarity of a signal voltage is reversed between a first field and a second field. A liquid crystal display apparatus driven by the method is also disclosed. It is possible to provide a high contrast, high 10 brightness liquid crystal display apparatus which is not affected by electrical asymmetry.